HDTV is a newer technology and with the compliance date having been pushed back on more than one occasion (and I feel it will happen again). One company, Voom, has stepped up to the challenge to deliver what others won't. HDTV content. While others continue to drag their feet and catching up to technology. Voom has seen the void in the market and is filling that void. This creates a competitive market and gives me, the consumer a choice. If the sale goes through and we are back to only two satellite providers. I really don't have a choice any longer. The only real choice I have is do I want Satellite or cable. Right now I have the right to enjoy HDTV because that option is there for me to have without limitations. This is a company whose only objective is to deliver HDTV content to an audience unwilling to wait for the rest of the market to catch up.